

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 13, 1997

RJR Account #091800

Mr. G. Burns

CAPITAL CANDY CO., INC.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear George:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **150** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
10	Winston Filter Box	12300-24876
10	Winston Light Box	12300-22772

Product / Premium Arrival:

December 8, 1997

Ship Date to Retail:

Week of: January 5, 1998

Displays (Item #536285)

SKU CUBE:

0.8260

SKU WT (w/o Product):

1.5000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$5,503.14

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.70¢ 2-Pack Tear Tape
CAPITAL CANDY CO., INC.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$280.00 (10 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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WHOLESALE : 091800 CAPITAL CANDY CO., INC. <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN 70/2 NO
 TEMPLATE SEQ : 0020
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112201	112226	656865	V & G GETTY MART	990 LISBON ST	LEWISTON	ME	04240	2			37358	(207) 784-3118
112201	112226	720383	CIVIC CENTER GETTY	210 CIVIC CENTER	AUGUSTA	ME	04330	1			37125	(207) 623-1215
112201	112225	754679	VILLAGE VARIETY	FEDERAL ROAD	KEZAR FALLS	ME	04047	2			36072	(207) 625-8417
112201	112227	765984	GETTY MART	510 SABATTUS ST	LEWISTON	ME	04240	1			37065	(207) 782-6922
112204	112227	253441	BEEP-BEEP DELI MART	ROUTE 16	CONWAY	NH	03818	3				(603) 447-2250
112204	112227	580000	MINI APPLE	245 MAIN ST	SOUTH PARIS	ME	04281	3			36028	(207) 743-2708
112204	112227	698841	MEXICO ONE STOP INC	1 HARLOW HILL RD	MEXICO	ME	04257	2			371889	(207) 364-3222
112204	112227	754124	FOUR CORNERS	81 LINCOLN AVE	RUMFORD	ME	04276	1			37004	(207) 364-2725
112207	112227	956569	LISBON GETTY MART	211 LISBON ST	LISBON	ME	04250	2			37066	(207) 353-5969
112208	112225	419588	BOONIE'S INC.	ROUTE 11	SHAPLEIGH	ME	04076	1			38028	(207) 636-2600
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	2			17159	(518) 293-7575
162301	162323	113588	BEVERAGE MART	211 LAKE ST	SAINT ALBANS	VT	05478	2				(802) 527-7437
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	2				(518) 561-9281
162301	163829	753475	COUNTRY MOON DELI	88 HEINEBERG DR	COLCHESTER	VT	05446	2			11384	(802) 658-4463
162301	162323	760782	MAYHEW'S CORNER STR	1 RIVER ST	RICHFORD	VT	05476	2			11094	(802) 848-3819
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	2			13032	(802) 988-2285
162301	163829	577285	LAOS EGG ROLLS	7 RAYMOND RD	COLCHESTER	VT	05446	2				(802) 893-1148
162301		697126	BEVERAGE OUTLET	75 1ST ST	SWANTON	VT	05488	2			351850	(802) 868-5139
162301	162323	760781	BLOUINS BEVERAGE MK	1 NOYES ST	RICHFORD	VT	05476	2				(802) 848-3633
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBANS	VT	05478	2				(802) 524-3182
162301		558840	EAST END QUICK STOP	RTE. 7 EXIT 18	GEORGIA	VT	05454	2				(802) 527-1088
162301	163829	583313	CHIMNEY CORNER STOR	ROUTE 7	MILTON	VT	05468	1		1519-0000		(802) 878-2954
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	2				(802) 893-7786
162301	162323	623973	WAGON WHEEL PLAZA	RT 104	ST ALBANS	VT	05478	2			35049	(802) 527-0104
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTE	VT	05459	2				(802) 868-5271
162301	163829	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	05468	2			35285	(802) 893-3650
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	2			11357	(802) 848-3550
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	FAIR HAVEN	VT	05743	1		3435-0000		(802) 265-3500
162601		398926	PATTERSON'S GROC	2694 VAN HORN	NEWFANE	NY	14108	2			163477	(716) 778-9050
163801		113821	TED'S MARKET	CROSS ST	ISLAND POND	VT	05846	2			50109	(802) 723-4334
163801		673532	BROOKSIDE COUNTRY	339 E MONTPELIER	BARRE	VT	05641	2			50247	(802) 476-5560
163801	163829	303495	SIMON'S	974 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802) 862-8011
163801	163828	431453	CONVENIENCE PLUS	44 S MAIN ST	BARRE	VT	05641	2				(802) 479-5513
163801	163829	470566	SIMON'S ESSEX	134 JERICHO RD	ESSEX CENTER	VT	05451	1		1519-0000		(802) 878-3091
163801	163829	470568	SIMON'S #4	RTE 2 & 2A	WILLISTON	VT	05495	1		1519-0000		(802) 878-4933
163801	163829	585246	HANDY'S PARK ST MOB	24 PARK ST	BURLINGTON	VT	05401	1		1519-0000		(802) 862-7594
163801	163829	623926	DOWNTOWN QUICK STOP	93 S WINOOSKI AVE	BURLINGTON	VT	05401	1		1519-0000	3035	(802) 658-2259
163801	163828	658967	SIMON'S STORE & DEL	377 RIVER STREET	MOUNT PELIER	VT	05602	1		1519-0000		(802) 229-0314
163801	163829	704600	FAIRGROUNDS BEVERAG	99 PEARL ST	ESSEX JUNCTION	VT	05452	5			2334	(802) 878-5377
163801	163829	704681	SHELBN DISCOUNT B	1907 SHELBURNE RD	SHELBURNE	VT	05482	2			11052	(802) 985-3246
163801	163829	743921	CHITTENDEN MILLS BE	RR 2 BOX 27C	JERICHO	VT	05465	2				(802) 899-4730
163801	163827	658712	VITTLES & VARIETY	RR 1 BOX 169B	DERBY	VT	05829	2			50127	(802) 766-2205

WHOLESALE : 091800 CAPITAL CANDY CO., INC. <DIRECT>
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 TEMPLATE SEQ : 0020
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163828	088475	BILLING'S MOBIL	ROUTE #100	WATERBURY	VT	05676	2				(802)244-6673
163801	163827	113765	JIMMY KWIK	60 COVENTRY ST	NEWPORT	VT	05855	2			050169	(802)334-2132
163801		113886	SMITH'S STORE	MAIN ST	GREENSBORO BEN	VT	05842	2				(802)533-2631
163801	163829	113522	GRACEY'S STORE	1333 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-1253
163801	163829	113917	BLAISE'S CTY STORE	ROUTE #116, SOUTH	HINESBURG	VT	05461	2			40036	(802)482-2324
163801	163828	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	2				(802)253-7010
163801	163828	114170	CENTRAL MKT	50 SUMMER ST	BARRE	VT	05641	3				(802)476-4888
163802	163829	114300	PRATT'S STORE INC	ROUTE #22 A	BRIDPORT	VT	05734	2				(802)758-2323
163802		104189	PLAINFIELD GEN. STOR	RT 12A	PLAINFIELD	NH	03781	2			17220	(603)675-2900
163802		623927	COUNTRY VILLAGE STO	RTE.131	ASCUTNEY	VT	05030	2			80026	(802)674-6902
163802	163828	065163	SKIP MART	MAIN ST	ROCHESTER	VT	05767	1		2794-0200	17018	(802)767-3131
163802		104932	STINSON VILLAGE ST.	2 ALLEN ST	HANOVER	NH	03755	2			80065	(603)643-6086
163802	163825	702944	DAMANETES	LOWER MAIN STREET	CLAREMONT	NH	03743	2			17167	(603)542-2222
163802	163828	114026	KINGSBURY COUNTRY	RT 100	WARREN	VT	05674	2			17026	(802)496-3366
163802		114154	LYLES SUPERETTE	MAIN ST	WASHINGTON	VT	05675	2			50097	(802)883-2220
163802	163827	230137	CATHI & DONS COUNTR	RR 2 BOX 365	ENFIELD	NH	03748	2			20067	(603)632-4210
163802	163827	613485	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	03777	2				(603)353-4703
163802	163829	086861	SHOREHAM SERVICE CT	ROUTE 22A	SHOREHAM	VT	05770	1		2794-0200		(802)897-8585
163802	163827	717394	FOUR CORNERS GENERA	PO BOX 83	PIERMONT	NH	03779	2				(603)272-9016
163802		705356	MAIN STREET CASH	192 MAIN STREET	WEST RUTLAND	VT	05777	2			12015	(802)438-9880
163802	163828	410982	CONVENIENCE PLUS	REDEMPTION & DELI	NORTHFIELD	VT	05663	2				(802)485-6498
163802		104970	THE LITTLE STORE	55 SCHOOL ST	LEBANON	NH	03766	2			80088	(603)448-3545
163802	163827	104989	PLEASANT VALLEY STR	ROUTE 4	CANAAN	NH	03741	2			20068	(603)632-7507
163803	163825	712602	JEFFY MART	317 CALAVANT HILL	CHARLESTOWN	NH	03603	2				(603)826-9777
163803	163825	759666	JAKES MARKET	181 SOUTH ST	SPRINGFIELD	VT	05156	2			16714	(802)885-5488
163803	163825	104114	DREWSVILLE GEN STOR	RTE 123	DREWSVILLE	NH	03604	2			25303	(603)445-5120
163803	163825	469826	WEST RIVER VALLEY	RTE. 30	WEST DUMMERSTO	VT	05357	2				(802)254-2880
163803		730986	N. WALPOLE GEN STOR	23 CHURCH ST	NORTH WALPOLE	NH	03609	2				(603)445-2055
163803	163825	703572	JAKE'S PARK ST MKT	114 PARK ST	SPRINGFIELD	VT	05156	2			16381	(802)885-9177
163807	163826	247457	GILFORD MOBILE MART	1397 LAKE SHORE R	GILFORD	NH	03246	5		2794-0200	30567	(603)524-8014
163807	163826	677682	CASE-N-KEG LACONIA	JEFF MORIN ENTERP	LACONIA	NH	03246	2			14290	(603)524-7254
163807	163826	743970	CASE-N-KEG	5 MILL ST	MEREDITH	NH	03253	2				(603)279-7443
163807	163826	667008	HANDY LANDING GENER	RR 3 BOX 101B	LACONIA	NH	03246	2			14397	(603)366-2232

PAGE BREAK TOTAL ACCOUNTS 75 TOTAL QUANTITY 144

TEMPLATE TOTAL ACCOUNTS 75 TOTAL QUANTITY 144

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WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

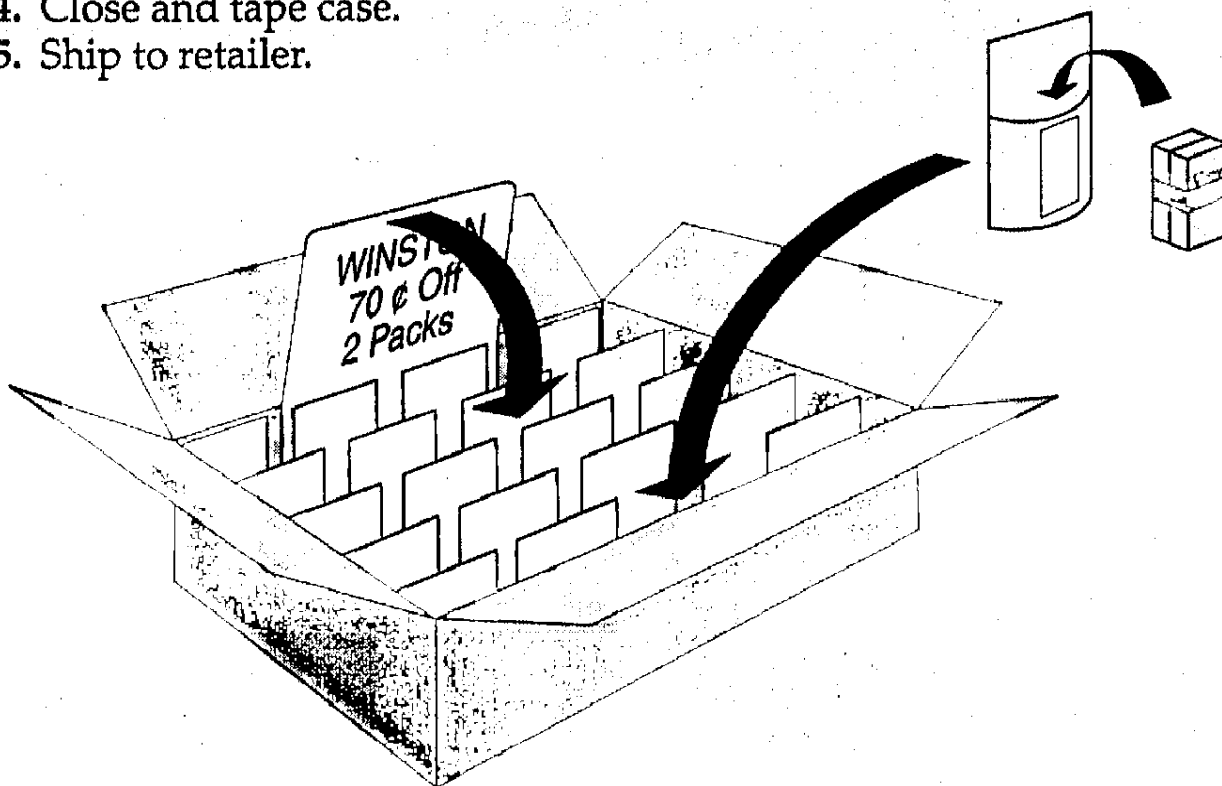
1ST QTR.'98

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536285

Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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